

PATRICK T COOPER patrickthomascooper@gmail.com (917) 257-0042

Innovative and accomplished marketing executive with exceptional knowledge and 7+ years hands on experience driving full scope traditional advertising and digital marketing campaigns. Steering the evolution of lifestyle, tech, and hospitality initiatives through designing, building, and leading multi-channel strategy efforts. Leading and delegation of creative and design teams contributing to a proven track record of translating organization goals and objectives into actionable and measurable advertising programs. Able to establish goals and create strategies for meeting deliverables and metrics within programming budget. Expert in introducing innovative concepts derived from data driven research marketing campaigns to maximize all revenue streams. History of driving product launches into existing and emerging markets, leading the creative development process while ensuring a singular brand message across all consumer touch points.

Work Experience

Marketing Director

January 2023 to April 2024

NEFT Vodka - Fort Lauderdale, Florida

- Responsible for South Florida market to oversee and execute consumer tastings, events, and partner/sponsor activations
- Ensure all events meet NEFT experiential and brand standards to engage with new customers
- Understand NEFT brand positioning, product and package attributes, messaging (brand terms and phrases) and differentiators, event execution look/style and approach, and NEFT's company culture
- Develop and maintain productive relationships to assist the NEFT Sales Team and TEAM partners as directed by management
- Assist with tastings, event activations, account visits, inventory, and shelf placement surveys, and other account support activities
- Execute imaginative and innovative experiences at NEFT tastings and events
- Report on NEFT tastings and event "success metrics"
- Maintain company standards of dress, appearance, and demeanor when representing NEFT

Marketing & Creative Director

January 2019 to December 2023

Live In Color Agency - Atlanta, Georgia

- Translated marketing objectives and strategies into clear creative deliverables
- Ensured that the creative function operated in an effective and profitable manner
- Coordinated resources to ensure a comprehensive and timely approach to each project
- Identified client's brand development challenges and transformed those into opportunities
- Developed, recommended and implemented long and short-term brand improvement strategies Effectively and efficiently managed multiple projects in a fast-paced ever-changing environment
- Project lead to ensure cross-functional team management effective control to client's budget and targeted objectives · Implemented strategic planning for email, social media and online advertising to promote new and existing products assortments
- Consistently delivered exceptional client service, project management, and product education that exceeded customer expectations
- Principle lead of agency to solicit, retain and broker of all business development initiatives for a myriad of industries to include nonprofit, technology, hospitality and government agencies Developed and executed comprehensive of full sales cycle for all client plans and programs, both short and long range, to achieve customer satisfaction.

Education

Master of Science DePaul University - Chicago, Illinois 2000

Bachelor of Science Georgia State University - Atlanta, Georgia 1996

Skills

- Proficiency in customer retention, content creation , social media management, revenue and sales generation
- Ability to quickly learn new concepts, solve problems, and implement effective solutions Demonstrated passion for strategic and creative problem-solving
- Proficiency in WordPress, Shopify, Microsoft Office Suite, HubSpot, E Commerce Builder, Slack & Davinci Resolve B2B & B2C | Marketing Campaign Management | Ad Spend Management | Copywriting | Social Media Analysis Public & Media Relations | Tradeshow Design & Deployment | Strategic Planning | Influencer & Affiliate Marketing | Pipeline Growth | SEO | Leadership & Mentoring | Revenue & Sales Generation | Digital Marketing

Additional Competencies

- Google Analytics | Blogging | Event Marketing | Branding | Content Marketing | Email Marketing | Marketing Automation | MailChimp | Communication Skills | Data Analysis Skills | Customer Service
Art Direction | Hospitality Experience | Integrated Marketing | Budgeting